

REP HEADLINE# 6350144  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
SEP26/12 18.23  
\*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW,  
WASHINGTON, DC 20007  
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # \_\_\_\_\_ CONTRACT # 6350144 CLASS: NATL. \_\_\_\_\_ LOCAL \_\_\_\_\_ REGIONAL \_\_\_\_\_

PRDCT OBAMA 120'S EST#1881 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/12 OCT4/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP26/12 18.23

REP: NEW ORDER  
TEL \$115,500 @26X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA - 120'S

8/27

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1881  
AGENCY PRODUCT CODE = 101

1			1000A-1030A	2M		\$1,800.00	10/1	10/4	3		M-TH	3
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PROGRAM : NEWS CHANNEL 8  
COM COM1: NEWS CHANNEL 8

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1135P-1237A	2M		\$7,800.00	10/1	10/4	1		M-TH	1
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												
3			1237A-136A	2M		\$2,400.00	10/1	10/4	3		M-TH	3
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1: LT NITE W/JIMMY FALLON												
4			1200N-100P	2M		\$2,280.00	10/1	10/4	2		M-TH	2
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
5			200P-300P	2M		\$2,820.00	10/1	10/4	2		M-TH	2
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
6			300P-400P	2M		\$5,400.00	10/1	10/4	2		M-TH	2
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
7			400P-500P	2M		\$6,780.00	10/1	10/4	3		M-TH	3
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
8			500A-530A	2M		\$1,740.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
9			500P-530P	2M		10200.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
10			530A-600A	2M		\$2,820.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	2M		10200.00	10/1	10/4	1		M-TH	1
12			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	2M		13500.00	10/1	10/4	0		M-TH	0
13			600A-700A PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	2M		\$8,700.00	10/1	10/4	0		M-TH	0
14			700P-730P PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	2M		12000.00	10/1	10/4	0		M-TH	0
15			700A-900A PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	2M		12000.00	10/1	10/4	0		M-TH	0
16			730P-800P PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	2M		12000.00	10/1	10/4	0		M-TH	0
17			900A-1000A PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	2M		\$6,240.00	10/1	10/4	2		M-TH	2
18			1100P-1135P PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	2M		15000.00	10/1	10/4	1		M-TH	1
19			1200N-100P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	2M		\$300.00	9/29	9/29	0		SAT	0

SEP26/12 18.23  
WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	2M		\$7,800.00	9/29	9/29	0		SAT	0
21			430A-459A PROGRAM : NC 8 TODAY AT 430A ORD COM1 : RATES ARE 8/27-9/30 CON COM1 : NC 8 TODAY AT 430A	2M		\$540.00	10/1	10/4	2		M-TH	2
22			1200N-100P PROGRAM : NEWSCHANNEL 8 @ NOON CON COM1 : NEWSCHANNEL 8 @ NOON	2M		\$300.00	9/30	9/30	0		SUN	0
23			630P-700P PROGRAM : NBC NEWS CON COM1 : NBC NEWS	2M		20000.00	9/30	9/30	0		SUN	0
24			700P-830P PROGRAM : FOOTBALL NIGHT IN AMRC CON COM1 : FOOTBALL NIGHT IN AMRC	2M		42000.00	9/30	9/30	0		SUN	0
25			800P-900P PROGRAM : 30 ROCK/UP ALL NIGHT CON COM1 : 30 ROCK/UP ALL NIGHT	2M		33120.00	10/4	10/4	0		THU	0
26			1000P-1100P PROGRAM : PARENTHOOD CON COM1 : PARENTHOOD	2M		45000.00	10/2	10/2	0		TUE	0
27			900P-1000P PROGRAM : LAW & ORDER CON COM1 : LAW & ORDER	2M		\$7,200.00	10/3	10/3	0		WED	0
28			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1 : NC 8 TODAY AT 430A	2M		\$540.00	9/30	9/30	1		SUN	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12			\$540.00	OCT/12		115260.00						
CONTRACT TOTAL 115800.00												
TOTAL SPOTS 26												

MARKET TOTALS \$532,360 WFLA 19% WFTS 22% WTSP 27% WTVT 23% WTOG 3% WTTA 0% WMOR 3%  
 WMOX 0% WXPX 0% WWSB 3% CABL 0%  
 SHARES ACCURATE EXCEPT WTVT WHICH IS ESTIMATED  
 SVC- NSI  
 DEMOS- RM25+\*

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 791 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	115800	Campaign Ref:	E:063501440
Buyer:		Client/Product/Estimate:	95 / 101 / 1881	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06350144
Est./PO Number:	06350144	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama 120's	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
1	M-F 10a News MTWT...	01	1800	120 Comme	Nbr of Spots	3	3	5400
2	M-F 1135p ET / 1035p CT Tonight Show MTWT...	01	7800	120 Comme	Nbr of Spots	1	1	7800
3	M-F 1237a ET / 1137p CT Late Night MTWT...	01	2400	120 Comme	Nbr of Spots	3	3	7200
4	M-F 12p Today Show III MTWT...	01	2280	120 Comme	Nbr of Spots	2	2	4560
5	M-F 2p Rachael Ray MTWT...	01	2820	120 Comme	Nbr of Spots	2	2	5640
6	M-F 3p Doctors MTWT...	01	5400	120 Comme	Nbr of Spots	2	2	10800
7	M-F 4p Dr Oz MTWT...	01	6780	120 Comme	Nbr of Spots	3	3	20340
8	M-F 5a News MTWT...	01	1740	120 Comme	Nbr of Spots	1	1	1740
9	M-F 5p News	01	10200	120 Comme	Nbr of Spots	1	1	10200
Weekly Totals:					Total Spots(Ord Spots)	1	25	26

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Washington DC 20007

Barack Obama/ D/ President  
Submission Number 791 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601  
PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 115800	<b>Campaign Ref:</b> E:063501440
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 95 / 101 / 1881	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/24/12 to 10/07/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06350144
<b>Est./PO Number:</b> 06350144	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
10	M-F 530a News MTWT...	01	2820	120 Comme		1	1	2820
11	M-F 530p News MTWT...	01	10200	120 Comme		1	1	10200
12	M-F 9a Today Show II MTWT...	01	6240	120 Comme		2	2	12480
13	M-Su 11p News MTWT...	01	15000	120 Comme		1	1	15000
14	M-Th, Su 430a News MTWT...	01	540	120 Comme		2	2	1080
15	M-Th, Su 430a News .....S	01	540	120 Comme		1	1	540
<b>Weekly Totals:</b> Total Spots(Ord Spots)					1	25	26	

Grand Totals			
		Month 9 Weeks: 5	Month 10 Weeks: 4
		09/24	10/01
Spots	26	1	25
Cost	115800	540	115260

Grand Totals: Spots: 26 Gross Total: 115,800.00

Commission:	17,370.00
Net Total:	98,430.00